

Hispanic*
Quit Line Data Summary
July 1 - December 31, 2004

	Hispanic	State
Number of Calls to Quit Line	N = 318	N = 6,751
Percent of Statewide Calls	6.4%	100.0%
Percent of State Population in County¹	7.7%	100.0%

	Hispanic %	State %
Gender	N = 317	N = 5,935
Female	62.5%	64.9%
Male	37.5%	35.1%
Race/Ethnicity	N = 318	N = 4,960
Hispanic	97.0%	6.4%
Age	N = 308	N = 5,562
Less than 18 years old	5.8%	1.6%
18 - 24 years old	24.0%	14.2%
25 - 34 years old	26.9%	23.3%
35 - 44 years old	24.4%	26.2%
45 years and older	18.8%	34.8%
Education	N = 295	N = 5,242
Did not graduate high school	29.2%	21.0%
High school graduate	30.8%	34.9%
Some college/vocational school	29.8%	33.4%
College graduate	10.2%	10.6%
Caller Type	N = 316	N = 6,213
General Information	2.5%	9.9%
Health care provider	0.3%	4.3%
Tobacco user	97.2%	85.8%
Payer Type	N = 236	N = 4,135
Insured	33.5%	35.4%
Uninsured	30.1%	27.8%
Medicaid	36.4%	36.8%
Heard About	N = 265	N = 4,820
Past caller	9.4%	17.0%
Employer/worksites	0.8%	1.0%
Health care provider	34.3%	30.2%
Television	9.1%	9.1%
Outdoor advertisement (billboard/bus/wall)	1.5%	2.4%
Targeted mailing	0.0%	0.1%
Great Start	0.4%	0.1%
Radio	4.2%	1.3%
Newspaper/Magazine	2.3%	1.4%
Brochure/Newsletter	6.4%	6.1%
Family or friend	24.9%	25.8%
Health Department	5.7%	4.9%
School	1.1%	0.7%